



**A**griculture Secretary Dan Glickman has proclaimed August 1 through 7 as WIC National Breastfeeding Week, and WIC agencies around the country will be highlighting the advantages and benefits of breastfeeding for mothers, babies, and families.

WIC – the Special Supplemental Nutrition Program for Women, Infants, and Children – is a federal program, operated by the U.S. Department of Agriculture in partnership with State and local health departments, that provides supplemental food, nutrition education, and health care referrals for low-income mothers and children who are at nutritional risk. WIC has always supported breastfeeding for the good health of all its clients.

Secretary Glickman’s proclamation also launches the WIC National Breastfeeding Promotion Project. This exciting new year-long campaign enlists State and local WIC agencies to use TV, radio, and print media, along with local resources, to raise public awareness of the health and social benefits of breastfeeding, and to increase breastfeeding among WIC participants. Many State and local WIC agencies are joining in this special effort now and over the next year.

The theme of the campaign is “Loving Support Makes Breastfeeding Work.” Secretary Glickman’s proclamation acknowledges and thanks breastfeeding mothers and those who encourage, support, and assist them: families, friends, health and medical professionals, peer counselors, and others.

Both the campaign kickoff and WIC National Breastfeeding Week also coincide with World Breastfeeding Week, observed around the world at the same time.

**This kit provides detailed information about breastfeeding and the campaign. Included are:**

- WIC National Breastfeeding Week Proclamation.
- A press release about WIC National Breastfeeding Week.
- A feature release that tells the success story of one WIC mother and her breastfed baby.
- A fact sheet about the campaign.
- Statistics about breastfeeding in WIC and the population at large, and a description of the benefits of breastfeeding for both baby and mom.
- Sample promotional brochures.
- A fact sheet about the WIC program.
- A list of resources for further information on breastfeeding.
- Order form for campaign materials.